



THE EFFECT OF INFORMATION QUALITY AND PERCEIVED EASE OF USE ON TRUST TOWARDS REPURCHASE BEHAVIOR

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Abstract

The advance in transportation into an online-based order occur due to the high demand for transportation services. This study aimed to explain the quality of information and perceived ease of use on trust towards repurchase behavior. Respondents obtained are 150 respondents based on non probability sampling which are purposive sampling. Data analysis method used is descriptive and inferential statistical analysis with Warp PLS 3.0 as the research tools. The results showed that both of the quality of information and perceived ease of use had a significant positive effect on trust and repurchase behavior, trust is positive and significantly affect repurchases behavior, and trust also a partial mediating variable that affects information quality and perceived ease on repurchase behavior. Further, research suggested to improve the limitations in the study and increase the number of samples and ways of taking data to get the comprehensive results.

Keywords: Quality of information, perceived ease of use, trust, repurchase behavior

INTRODUCTION

The high demands for moving from one place to another resulting an advance in the transportation service. It is play an important part of everyone's life in this modern era. Transportation make easier for everyone to do their daily activities such as work, school, travel and other activities. The types of transportation are getting excessive nowadays, with a variety of brands are offered, making consumers as decision makers more selective in choosing transportation services to be used (Fauziah, 2017).

The industry begins to realize the use of smartphones in everyday activities. Many conventional business are competing to present their mobile applications to support their business. Consumers just have to open the mobile application and read all the contents made in their grasp. The mobile application makes it easier for consumers to know anything about the business including browse products offered, making transactions, and track ordered goods (Sari, 2017). Online retail or better known as e-commerce also make their own mobile application.

Transportation service providers are also gradually moving in the field of digital and mobile applications to increase their income. One of the transportation service providers that jumps into the public transportation business is PT Aplikasi Karya Anak Bangsa (Gojek Indonesia), which established in 2011. A company engaged in transportation services that connects driver with consumers. In January 2015, the company presents a search engine application based on location on Android and iOS (Apple). Through this apps, the driver can view incoming orders and the location of the customer to respond to, and consumer also can track the position of the service ordered. (Zahra, 2017). On 2016 and 2017, Gojek awarded in the first place of online transportation services category in Indonesia from Top Brands Awards by Frontier Consulting Group, while in 2018 it changed into the second position.

One of the parameters in determining Top Brand is Commitment Share which is shows the strength of the brand in encouraging customers to repurchase in the future. Consumer intentions to repurchase are actions taken by individuals, groups or organizations related to the desire to make a repurchase in order to obtain or use goods or services that influenced by the environment (Swastha, 2003). Repurchase intention can be grouped into a component of consumer cognitive behavior that can influence individuals to make purchases on a product (Hosein, 2009).

LITERATURE REVIEW

Information quality is the customer's perception of the quality of information about products or services provided by a website (Iswara, 2016). Perceived ease of use is a consideration for building a trust that arises in the minds of consumers to repurchase (Zaidi et al., 2014). Kim et al (2016) define trust as the belief that the other party will behave in a way that is relied upon in an

exchange relationship (Becerra et al., 2011). Darwin et al. (2014) stated that there are 4 dimensions shaping customer trust namely Benevolence, Reliability, Competence, and Honesty.

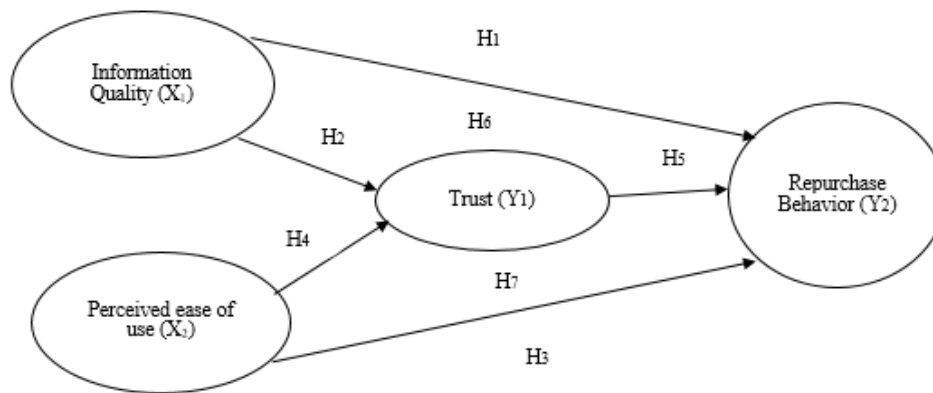


Figure 1. Conceptual Framework

Service providers who offer high quality information to customers are considered useful for customers to make better decisions (Saeed et al., 2008). Kim et al. (2016) show that when consumer receive a good information, they tends to influence someone's decision to make a purchase. Chen et al. (2014) also stated that the stronger quality of information produced, the more it can be felt by the users. The explanation above reinforces the suspicion that information quality factors influences repurchase behavior on online transportation services.

H1 : The information quality has a positive and significant effect on repurchase behavior

Good information quality will lead to consumer trust in a product or service. Factors that support information quality are reliability, ease of access, and can represent consumer desires (Lee et al., 2012). Greater information quality will lead to higher levels of trust. The existence of good information quality can increase consumer trust (McDowell, 2013). Trust will arise if consumers have felt satisfaction because they have consumed or used a product with a particular brand. Customers who feel comfortable and trust because of a product, will not easily leave or replace the product with other brand products (Iswara, 2016).

H2: Information quality has a positive and significant effect on trust

Cha (2011) found that benefits, perceived ease of use, enjoyment, security, social norms, flow, and gender affect the intention to buy goods via the internet. Cho et al. (2015) found that the ease of navigation through online stores and the faster checkout process was an important factor in attracting customers to shop online. Other studies have found that perceived ease of use has a significant positive effect on consumers' intention to shop online (Chen et al., 2007).

H3: Perceived ease of use has a positive and significant effect on repurchase behavior

Tjini (2013) states that perceived ease of use is a person's belief in the use of technology that can be easily understood and operated. The easier the use of technology will support consumers to make transactions. (Shen et al., 2012) stated that an online shopping transaction is influenced not only by website design and reputation but also by the easiness in making transactions. The ease of use also has a positive influence on trust which results in an increase in customers shopping online. The perceived ease of use are the degree which the user believes that the technology or system can be easily used or free from problems (Zaidi et al, 2014).

H4: Perceived ease has a positive and significant effect on trust.

As the rise of internet crimes such as credit card burglary and fraud, trust becomes very important in online shopping transactions. This concept of trust means that the buyer believes in the reliability of the online seller who can guarantee the security of online transactions. On online shopping sites, not a few fictitious online sellers who market fictitious products as well. (Ashari, 2012). Putra (2006) stated that trust has a significant influence on e-ticket purchase intentions on the Traveloka site. Sam & Tahir (2009) states that there is a significant relationship between trust in online purchase intentions. Giantari et al. (2013) also found that trust positive and significantly affect intention to buy online.

H5: Trust has a positive and significant effect on repurchase behavior

To satisfy the consumer needs of information needs of consumers or online shoppers, product and service information must be up to date, able to help online shoppers to make decisions, be consistent, and be easily understood. Ferdiansyah (2016) states that the quality of information has a positive impact on customer trust that affects online purchasing decisions. Good quality information will lead to consumer confidence in a product or service. Factors that support information quality are reliability, ease of access, and can be consumer desires representative (Lee et al., 2012). Several studies have examined its relationship such as study from Ashari (2012) and Sam & Tahir (2009).

H6: Trust significantly mediates the information quality on repurchase behavior.

Tjini (2013) states that perceived ease of use is a belief that the technology can be easily use and operate. The easier the use of technology will support consumers to make transactions. The ease of online buying process will cause potential customers to have no difficulty in the transaction. Zaidi et al (2014) found that user perceptions have a direct bearing on customer trust, which in turn affects online shopping intentions. The ease of use also has a positive influence on trust which results in an increase in customer purchases online. Perceived ease of

use is the speed at which users believe that the technology or system can be used easily and free of problems. Several studies discuss the relationship of trust with repurchase as Ashari (2012) and Sam & Tahir (2009) have studied.

H7: Trust significantly mediates the perceived ease of use on repurchases behavior.

RESEARCH METHOD

This research uses a quantitative approach in the form of associative study. The variables used are information quality, perceived ease of use, trust, and repurchase behavior. Sampling is based on non-probability sampling with a purposive sampling technique. Data collected through distributing questionnaires to respondents who live in Denpasar with a criteria of minimum high school education background or equivalent, have installed Gojek application and have conducted a goride service transaction more than twice. The answers from respondents is measured using a Likert scale. The research instrument test use in the form of a validity and a reliability test. Inferential statistical data analysis techniques applied with variant-based SEM or SEM-PLS.

RESULT AND ANALYSIS

Questionnaires were distributed according to the criteria; 150 people were assigned as respondents.

Table 1. Respondent Characteristics

No	Characteristic	Categories	Total (numbers)	Percentage (%)
1	Age	A < 17 years	1	0,7
		B 17 - 24 years	118	78,7
		C 25 - 39 years	31	20,7
		Total	150	100
2	Gender	A Male	39	26,0
		B Female	111	74,0
		Total	150	100
3	Education Background	A High School	11	7,3
		B Diploma	6	4,0
		C Graduate	131	87,3
		D Post Graduate	2	1,3
		Total	150	100

4	Occupation	A	Student	23	15,3
		B	Private employee	78	52,0
		C	Entrepreneur	14	9,3
		D	Civil Servant	3	2,0
		E	Others	32	21,3
Total				150	100

Table 1...

Based on Table 1, the number of female respondents is higher than male respondents with a percentage value of 74% and male respondents as much as 26%. Distribution based on age results showed that the most respondents aged 17-24 years that is equal to 78.7%, followed by respondents 25-39 years as many as 20.7%. Distribution based on education background mostly from graduate program as much as 87,3%. Distribution of respondents based on work can be seen that the most respondents are those who work as private employees as much as 52% and where the lowest is civil servants with a presentation of 2%.

Table 2. Instrument Validity Test

No	Variables	Indicators	Pearson correlation	Info.
1	Information quality (X ₁)	Go-ride information is <i>up to date</i> (X _{1.1})	0,795	Valid
		Go-ride information is fully equipped (X _{1.2})	0,821	Valid
		Go-ride information is accurate (X _{1.3})	0,791	Valid
		Go-ride cost information is very clear (X _{1.4})	0,818	Valid
2	Perceived ease of use (X ₂)	It is easy to use Go-ride (X _{2.1})	0,867	Valid
		It is easy to do price comparison using Go-ride (X _{2.2})	0,893	Valid
		It is easy to understood Go-ride service (X _{2.3})	0,928	Valid
		It is easy to do a transaction using Go-Ride (X _{2.4})	0,937	Valid
3	Trust (Y ₁)	Believe that Go-ride have a high quality service (Y _{1.1})	0,922	Valid
		Believe that Go-ride have convenience service (Y _{1.1})	0,920	Valid
		Believe that consumer will satisfied using Go-ride service (Y _{1.3})	0,893	Valid
4	Repurchase Behavior (Y ₂)	Desired to repurchase Go-ride service (Y _{2.1})	0,873	Valid
		Desire to always use Go-ride service (Y _{2.2})	0,879	Valid
		Desired to recommend Go-ride service (Y _{2.3})	0,884	Valid
		Desired to put Go-ride as the first choice (Y _{2.4})	0,819	Valid

The whole statement item seen in Table 2 on the information quality variable, perceived ease of use, trust and repurchase behavior have been tested. In order to meet the validity requirements, the product moment correlation coefficient has exceeded 0.3, the question items are valid.

Table 3. Reliability Test Result

No.	Variables	Cronbach's <i>Alpha</i>	Information
1	Information quality (X_1)	0,815	Reliable
2	Perceived ease of used (X_2)	0,926	Reliable
3	Trust (Y_1)	0,897	Reliable
4	Repurchase Behavior (Y_2)	0,867	Reliable

The whole statement item seen in Table 2 have been tested. In order to meet the validity requirements, the product moment correlation coefficient has exceeded 0.3 (Table 3), so the question items are valid.

Table 4. Factor Loading Results

Variables	Factor Loading	P Value
$X_{1,1}$ <- <i>Go-ride</i> information is <i>up to date</i>	0.849	0,000
$X_{1,2}$ <- <i>Go-ride</i> information is fully equipped	0.900	0,000
$X_{1,3}$ <- <i>Go-ride</i> information is accurate	0.887	0,000
$X_{1,4}$ <- <i>Go-ride</i> cost information is very clear	0.795	0,000
$X_{2,1}$ <- It is easy to use <i>Go-ride</i>	0.845	0,000
$X_{2,2}$ <- It is easy to do price comparison using <i>Go-ride</i>	0.843	0,000
$X_{2,3}$ <- It is easy to understood <i>Go-ride</i> service	0.935	0,000
$X_{2,4}$ <- It is easy to do a transaction using <i>Go-Ride</i>	0.926	0,000
$Y_{1,1}$ <- Believe that <i>Go-ride</i> have a high quality service	0.874	0,000
$Y_{1,2}$ <- Believe that <i>Go-ride</i> have convenience service	0.908	0,000
$Y_{1,3}$ <- Believe that consumer will satisfied using <i>Go-ride</i> service	0.901	0,000
$Y_{2,1}$ <- Desired to repurchase <i>Go-ride</i> service	0.853	0,000
$Y_{2,2}$ <- Desire to always use <i>Go-ride</i> service	0.889	0,000
$Y_{2,3}$ <- Desired to recommend <i>Go-ride</i> service	0.857	0,000
$Y_{2,4}$ <- Desired to put <i>Go-ride</i> as the first choice	0.791	0,000

Thus Table 4 shows that the value of factor loading with a p value of each indicator <0.001 . Aside from the factor loading value, convergent validity can also be seen from Average Variance Extracted (AVE).

Table 5. Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)
Trust (Y_1)	0.800
Information quality (X_1)	0.738
Repurchase Behavior (Y_2)	0.720
Perceived ease of use (X_2)	0.789

Based on table 5. it can be seen that all AVE values are greater than 0.5. Table 5 shows that the square root value of AVE is greater than the correlation of each construct. Thus it can be said that the model has no problem seen from discriminant validity.

Table 6. Discriminant Validity

Variables	Trust (Y_1)	Information quality (X_1)	Repurchase behavior (Y_2)	Perceived ease of use (X_2)
Trust (Y_1)	0.895			
Information quality (X_1)	0.704	0.859		
Repurchase Behavior (Y_2)	0.720	0.740	0.848	
Perceived ease of use (X_2)	0.628	0.656	0.651	0.888

Ensuring that there are no problems with measurement, the final step in evaluating the outer model is to test the unidimensionality of the model. Composite reliability and alpha cronhbach tests are used. Both of these indicators the cut-off point value is 0.7 as shown in Table 7.

Table 7. Composite Reliability and Cronbach's Alpha

Variables	Cronbach's Alpha	Composite Reliability
Trust (Y_1)	0.876	0.923
Information quality (X_1)	0.880	0.918
Repurchase Behavior (Y_2)	0.870	0.911
Perceived ease of use (X_2)	0.910	0.937

Table 7 shows that all Cronbach's alpha values in each variable are greater than 0.7 and all Composite Reliability values are more than 0.6. Thus it can be stated that the data in the study are reliable.

Inner Model Evaluation aims to determine the goodness of fit model with the R-Square (R^2) method. Shows the strengths and weaknesses of the effect caused by variations in exogenous variables on endogenous variables.

Table 8. R-Square (R^2) value of Endogenous Variables

Variabel	R Square	R Square Adjusted
Trust (Y_1)	0.544	0.538
Repurchase behavior (Y_2)	0.645	0.638

Table 8 shows that, obtained R-square value for the variable quality of information and perceived ease of use on trust is 0.544, including moderate, which indicates an influence of $0.544 \times 100\% = 54.4\%$. R-square value for the variable quality of information and the perceived ease of use for repurchase of 0.645, or $0.645 \times 100\% = 64.5\%$.

Q-Square (Predictive Relevance) measures how well the observed value generated by the estimation model and its parameters. Q-Square value > 0 indicates the model has good predictive relevance. The Q-Square (Predictive Relevance) value can be calculated as follows:

$$Q^2 = 1 - [(1-R_1)^2 (1-R_2)^2]$$

$$Q^2 = 1 - [(1-0,645) (1-0,544)]$$

$$Q^2 = 1 - [(0,355) (0,456)]$$

$$Q^2 = 1 - (0.1618)$$

$$Q^2 = 0.8382$$

The calculation of Q-Square (predictive relevance) produces a value of 83% meaning the relationship between variables can be explained by the model. Based on the empirical results of calculations above R^2 and Q^2 , it can be continued with hypothesis testing analysis.

Table 9. Direct Test Result

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Trust (Y ₁) -> Repurchase behavior (Y ₂)	0.330	0.329	0.076	4.353	0.000
Information quality (X ₁) -> Trust (Y ₁)	0.513	0.512	0.074	6.977	0.000
Information quality (X ₁) -> Repurchase behavior (Y ₂)	0.381	0.379	0.110	3.457	0.001
Perceived ease of use (X ₂) -> Trust (Y ₁)	0.291	0.293	0.080	3.660	0.000
Perceived ease of use (X ₂) -> Repurchase behavior (Y ₂)	0.194	0.196	0.092	2.112	0.035

Table 9 shows that the relationship between the trust variable (Y₁) and repurchase (Y₂), information quality (X₁) to trust (Y₁), information quality (X₁) to repurchase (Y₂), perceived convenience (X₂) to trust (Y₁)) and perceived ease (X₂) of repurchase (Y₂) are positive and significant by comparing P-values less than alpha 0.05.

The results of this indirect effect test aim to find out the significance of the indirect relationship between information quality variables, perceived ease of trust and repurchase. Table 10 shows that the relationship of information quality (X₁) -> trust (Y₁) -> repurchase (Y₂) and perceived convenience -> (X₂) trust (Y₁) -> repurchase (Y₂) is significant with P Values (0,000 < 0,05).

Table 10. Indirect Effect Result

Variables	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Information quality (X ₁) -> Trust (Y ₁) -> Repurchase behavior (Y ₂)	0.169	0.167	0.042	4.055	0.000
Perceived ease of use -> (X ₂) Trust (Y ₁) -> Repurchase behavior (Y ₂)	0.096	0.097	0.038	2.546	0.011

Hypothesis test present as statistical analysis of relationship between variables shown in table 11.

Table 11. Hypothesis Test Result

Variabel	Original Sample (O)	P Values
Trust (Y ₁) -> Repurchase Behavior (Y ₂)	0.330	0.000
Information Quality (X ₁) -> Trust (Y ₁)	0.513	0.000
Information Quality (X ₁) -> Repurchase Behavior (Y ₂)	0.381	0.001
Perceived ease of use (X ₂) -> Trust (Y ₁)	0.291	0.000
Perceived ease of use (X ₂) -> Repurchase Behavior (Y ₂)	0.194	0.035

Table 11 shows that the relationship between the trust variable (Y₁) and repurchase (Y₂), information quality (X₁) to trust (Y₁), information quality (X₁) to repurchase (Y₂), perceived convenience (X₂) to trust (Y₁)) and perceived ease (X₂) of repurchase (Y₂) are positive and significant by comparing P-values less than alpha 0.05.

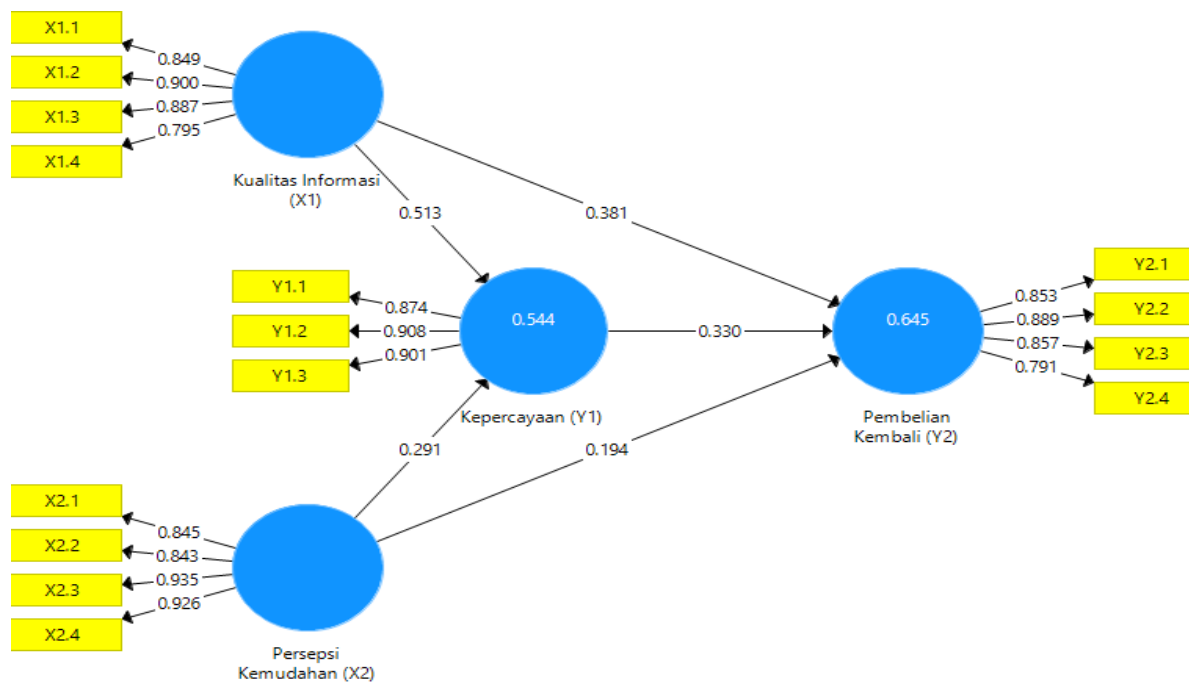


Figure 2. SEM-PLS Result

CONCLUSION AND SUGGESTIONS

Based on the results of the research analysis and the results of the discussion it can be concluded that the quality of information has a significant positive effect on trust and repurchase behavior, perceived ease of use have a significant positive effect on trust and repurchase

behavior, and trust has a significant positive effect on repurchase behavior. Trust can also partially mediate the influence of information quality and perceived ease of use towards repurchase behavior significantly.

All variables used in this study have high scores, so it is suggested that companies continue to pay attention to important factors such as information quality and perceived ease of use in creating trust and are expected to increase repurchases behavior of their consumers. The monitoring of information quality has to be done regularly to ensure that the information is clear and comprehensive. It is also important to make that product which in this case the Go-Jek application to ease to operate in order to create the higher perceived of use around customer.

This study has several limitations which are the sample taken of this study is limited only 150 respondent, the bigger number of samples will be better to get a comprehensive result. Adding other variables that can affect repurchase behavior would be great such as brand image or consumer satisfaction.

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